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Austria

Market Development Reports

Exporter Guide

1999

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Report Highlights:
Austria is a small but prosperous country. Rising incomes create a growing market for luxury consumer goods. Among U.S. products, seafood, almonds, cranberries, wine, and petfoods have the best opportunities on the Austrian market.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Vienna [AU1], AU

Exporter Guide

I. Market Overview

Economic Situation

Austria is a politically stable country with satisfactory economic growth. Following 2.5% real GDP growth in 1997, Austria's export-driven economy expanded 3.3% in 1998. Forecasts for 1999 call for growth of 2.2%, and those for 2000 for 2.4%. The lower growth is the result of slowing of growth in Austria's leading export market, particularly Germany. Inflation is expected to hold steady at around 1% in 1999 and 2000.

From 1999 to 2003, the Austrian economy is expected to grow at an average annual real rate of about 2.4%, with the low in 1999 and a peak in 2003. Over the next five years, domestic demand, particularly private consumption, will be the main support for economic growth, while exports should grow at more moderate rates. Unemployment is expected to remain at about 4.2% until 2001 and only then start to fall. Inflation, while edging upward, is still expected to average 1.6% over the 1999/2003 period.

The Austrian schilling depreciated slightly against the dollar in 1998, but was stable against most European currencies. In the first half of 1999, the schilling continued to lose against the dollar. With Austria being one of eleven founding members of the Economic and Monetary Union (EMU), the schilling now enjoys a fixed exchange rate against the currencies of the other ten EMU members, which include Austria's most important foreign trade partners.

Austria has modern communications and transportation infrastructure. An extensive highway system connects major Austrian cities with most other European centers and ports, though road connections to the Czech Republic and Slovakia still involve two-lane rural roads. The railroad offers efficient service and several airlines connect Vienna with major U.S. cities directly.

Effects of Economic Situation on
Sales of US Prods

Rising income Coupled with falling numbers of unemployed people allow spending for more luxury goods. Thus, high quality U.S. products including exclusive niche products should find a small but growing market in Austria. In general, U.S. foods are more expensive than domestic ones or corresponding products coming from other EU countries which do not pay import duty.

Demographic Developments and Impact
on Consumer Buying Habits

The number of single households and childless double working partnerships is continuously rising. While at the beginning of the sixties there were not even a half million single households in Austria, today there are nearly one million which corresponds to almost one third of total household numbers. The number of larger households has not risen as strongly.

The rise in single households boosts demand for convenience products and for food eaten away from home. In addition, it intensifies demand for out of home eating. Singles are not only young urban working people but also retired persons. The rising number of old persons, who partly dispose on sufficient income, creates through their relatively strong demand for health and dietetic foods to serve the new seniors market.

In polls, consumers usually express preference for high quality foods, but when it comes to buying, price counts for the majority of the population. However, for special events most people even on lower incomes are willing to spend more for “exclusive” products. In addition, the market segment with higher income and gourmet interests, which acquires high priced foods on a more regular basis, is growing.

Due to the increasing number of single households and the rising number of older people seeking companionship, the number of pets should continue its upward trend which should stimulate demand for pet food in the next few years.

Food Expenditures

In 1998, expenditures for foods and beverages rose to AS 70,300 per household which is an increase of 0.75% (in absolute terms) compared to 1997. However, in regards to total expenditures, food and beverage expenditures dropped from 19.6% to 19.4%. Total food trade expenditures of AS 363,000/household (+2%) fell relatively short to other branches such as restaurants, sport, amusement, housing, traffic, computer, telecommunication. In the food sector, ready-to-eat dishes, convenience products, and frozen products are finding an increasing market. The average Austrian household includes 2.5 persons.

Size and Growth Rate of Consumer Foods

General

Total sale (including non-food sector) of the food retail trade is about AS 165 billion which corresponds to 29% of total retail trade. The actual turnover for food is not available but is estimated at 80% of total turnover. In 1995, the first year after EU accession, food sales by value declined (-2%) because of a slight drop in food prices. However, in 1996 the sales value began again to rise and in the first half of 1999 food turnover was 9% above that of the same period of 1998. Although this high rate of increase level will not be maintained, a 2% annual rise can be expected over the next years.

In addition to food sales by food retail shops, food products valued AS 16 billion are sold each year by farms and farm markets.

Convenience Products

In Austria, convenience products are lagging behind those of most other western countries but have a great future. In 1998, the total turnover of these products reached 46,300 MT valued at AS 3.5 billion (+1.6%). Except for moist ready-to-eat dishes (mainly canned dishes)(+4%), all convenience products increased their turnover compared to 1997. The share of ready to eat dishes in plastic trays continued to rise considerably, and dry-ready-to eat dishes achieved a turnover of AS 236 million (+11%). The market of chilled ready-to-eat dishes rose 7% to AS 370 million; the increase was primarily attributed to meat dishes. Chilled pizzas lost terrain to frozen pizzas. The turnover of ready-to-eat soups grew 2.8% but that of bagged soups dropped 2.8%.

Turnover Shares of Convenience Products

Wet ready-to-eat dishes	7.2%
Frozen ready to eat dishes (Fruits and vegetables, fish, ice cream , tarts, and potato products not included)	54.0%
Dry ready-to-eat dishes	6.7%
Chilled ready-to-eat dishes	10.6%
Sauces	4.4%
Ready to eat soups	4.0%
Bagged soups (dry)	13.1%

The convenience market is expected to grow further in the next years. However, since it is characterized by falling prices, the increase by volume will be stronger than by value.

Market researchers forecast the following turnover in million AS for 2000 (1998 figures in parenthesis):

Chilled ready-to-eat dishes	443 (374)
Dry ready to-eat-dishes	262 (236)
Frozen ready-to-eat dishes (Fruits and vegetables, fish, ice cream , tarts, and potato products not included)	2034 (1914)
Moist ready to eat dishes	250 (254)

Confections

In 1998, the turnover of confections was AS 6.59 billion, an increase of 1.9% compared to 1997. Pastry bars have been losing market share whereas cereal bars have a bright future. Chewing gum is trending toward sugar-free drops, which should have a 10% growth potential. Within the wafer sector, high price and high quality products and discount products are market leaders.

The wellness wave is also reflected in confections. In the growing chewing gum sector, the assortment of sugar-free types is rising. In addition, dietetic chocolate, sugar-free candies, products enriched with fibers and vitamins face a slowly increasing market.

Shares of Confectionary Products of the Total 1998 Confectionary Market (in parenthesis change in % compared to 1997).

Chocolate bars or blocks	18% (+0.6%)
Chocolate pieces and assortments	17% (+0.6%)
Various cookies	13% (+3.4%)
Normal chocolates	13% (+6.6%)
Wafers	11% (-0.2%)

All others	27% (0.0%)

Beverages

According to a 1998 Nielsen survey carried out on supermarkets, demand for mineral water, fruit juices and iced tea increased considerably whereas consumption of alcoholic beverages is decreasing. According to the industry, the decline in the sale of alcoholic beverages in gastronomy is even somewhat sharper than in the retail trade. The introduction of the 0.05 percent alcohol limit for drivers was the main reason for this decline in consumption of alcoholic beverages.

The sale of alcoholic beverages by volume declined by 0.8% whereby the strongest turnover carrier, beer, dropped by 1.2%. According to the brewery industry, the Austrian market is probably saturated with traditional beer. However, light beers, medium varieties, mixed beers, and alcohol free beers gained market share up to 20% in the first half of 1998 compared to the same period of 1997.

The “winners” were all alcohol-free products except classical lemonades. The large increase in consumption of non-alcoholic beverages is due to rising health awareness and the large availability of mineral water in PET bottles.

Changes on the beverage market are moving quickly and are influenced by actual life style trends. Successful products such as Red Bull created new beverage types. For the sale of a beverage it is not so important how efficient it is against thirst but how promising it is for wellness and physical performance.

Change in Beverage Sales in 1998 compared to 1997:

Total Beer	-1.2%
of which alcohol-free beer	+4.6%
Lemonades	-0.8%
Total fruit juices	+6.3%
Total fruit juices	+5.3%
Iced tea	+4.1%
Energy drinks	+6.2%
Total non-alcoholic drinks	+3.6%
Coffee	-0.4%
Tea in bags	+2.2%
Total hot drinks	+2.0%

Pet Food

In Austria there are around 1,5 million cats and a half million dogs. On the average, pet owners spend AS 160 for dog food and AS 153 for cat food/month which puts the entire dog and cat food market at AS 3.3 billion/year.

At present, pet food meets only 34% of the dietary needs of Austria’s dogs and 38% of cats. This means that there is considerable growth left as 80% penetration of this market should be possible in the long term. In addition, pet numbers are expected to continue slightly rising which should further increase pet food sales.

Seafood

Consumption of seafood (including fresh and salt water fish and invertebrates; fresh frozen and canned) is low but rising. Most Austrian families spend only about 1% of their total food budget on purchases of fish and fish products. Per capita consumption, which was 5.2 kg in 1990, increased to around 6.2 kg in 1998. Freshwater fish consumption accounts for roughly 10% of total seafood consumption. The rise in seafood consumption is expected to continue in the next years. The reason for this trend is the rising standard of living, health awareness, the rising number of restaurants serving seafood and the fact that tourism to coastal countries has increased making the population better acquainted with seafood. The major share of fresh/frozen whole fish is consumed in restaurants, whereas housewives still prefer natural or breaded frozen filets or sticks of cod, hake and flatfish. Among canned fish, tuna and sardines lead.

Consumption of seafood includes fish (fresh, chilled, frozen 2kg/capita; dried and/or salted, smoked etc. 0.4kg/capita), crustacea (fresh, chilled, frozen 0.1 kg/capita), and molluscs (fresh, chilled, frozen, dried 0.1 kg/capita). Consumption of canned seafood products is around 3,300 MT of which 3,100 MT account for fish and 200 MT for crustacea and molluscs. Among saltwater items, most in demand are cod (chilled or frozen), cod filets (breaded and frozen), canned fish (sardines, anchovy, tuna, herring), pickled fish (mainly herring), and smoked fish (various types). There has been a definite upward trend in the popularity of salmon (Norway and Scotland) and luxury products such as lobster and shrimp.

Advantages and Challenges for U.S. Suppliers on the Austrian Market

Advantages	Challenges
Population is rising	Distance to this market keeps shipping costs high
Urban population growing	Average tariff levels are high
High quality of U.S. products	Reservations towards products with chemical food additives
Good reputation of certain U.S. products	Reservation towards foods containing genetically modified products
Promotion can possibly be carried out in cooperation with Embassy marketing efforts of U.S. products	High promotion costs to increase consumer awareness
Interest in organic U.S. products by traders	Highly concentrated food retail market
Good infrastructure, efficient distribution system, importers speak English	Difficult to acquire shelf space in large supermarket chains
Interest in new food articles	Usually relatively small quantities are imported.
Marginal domestic seafood production	Unawareness of high U.S. quality by consumers
Certain fruits, vegetables not produced by domestic agriculture	
Undeveloped niche market for certain game meats	

Growing interest in ethnic foods and sea foods due to rising vacations in distant and costal areas	
Growing pet food market	

II. Exporter Business Tips

Local Business Customs

In general, food retailers buy domestic and imported products from Austrian and/or German wholesalers. The large supermarket chains have their own purchasing sections which buy and store centrally for their filials. The central purchasing sections also carry out imports. However, part of their needs is purchased through wholesale agencies.

Due to strong concentration on the food retail sector, the supermarket chains are very powerful vis-a vis producers. If producers or wholesalers want to sell to retailers, they have to pay a shelf fee and for various occasions special discounts are requested.

General Consumer Tastes and Preferences

Basically Austrians have conservative tastes determined by the local cuisine. Intensified immigration and demand by foreign tourists, coupled with a growing number of ethnic restaurants and more traveling to distant foreign countries, has increased the interest of a greater part of the population in more spicy foods and seafoods. In recent years, attention has been drawn to food additives. Austrians prefer foods without artificial flavors, stabilizers, emulsifiers, and preservatives. In addition, most consumers reject foods containing genetically modified products. For this reason, the leading supermarket chains banned such products from their shelves. In line with the “natural products” is the interest for organic products. Sales of these products are still low but are rising. Economists believe that organic products may someday reach 10% of the total food market. Light products are in; however, they should have the taste of normal ones.

As in other western countries, beef consumption has been declining, whereas pork, poultry, and lamb have been increasing. The latter is mainly a result of immigration from Islamic countries. Cheese consumption, which has already reached a high level, will continue rising. This is particularly valid for semi-hard and fresh cheeses.

With fruit juices, a certain acidity is preferred. This applies also to white wines. Jams and marmalade are more appealing to Austrians if fruit pieces are included and if they are not too sweet. Cereals sell better if they are crunchy.

Food Standards and Regulations

With regards to foods: See FAIRS Report #AU9032. Regarding pet food: Registration is not required; however, the products have to comply with EU regulations.

General Import and Inspection Procedures

Incoming goods go either to the customs storage (small) or to a freight forwarder's facility at transport terminals or airports. Storage and removal from storage is carried out under the supervision of a customs officer who compares the documents with the commodities. Later, the invoice for import duty is issued. Packaged foods are not routinely checked by food inspectors at the port of entry storage. However, the customs officer may take samples to double check for ingredients (sugar, milk powder, alcohol) responsible for correct assessment of customs duty.

Veterinary and customs import documents must be in German. However, if a customs officer or border veterinarian can read another language, he can accept it. Veterinary certificates are usually bi-lingual. There is no appeal of decisions by the customs office or the veterinary service.

If an importer objects to the quality of the product, the case can be brought to the arbitration center.

III. Market Sector Structure and Trends

Industry Concentration

Since EU accession, concentration in the food industry and food retail sector has accelerated. Many food processing companies are too small to survive alone in a large market and therefore merge with larger national or foreign firms or are purchased by them. U.S. companies may be interested in acquiring Austrian food factories or retail shops. So far, Master Foods is the only U.S. enterprise in Austria involved in foods.

Industry Capacity and
Foreign Supplied Products

The food industry, which is the most important sector of all Austrian industries, suffered a setback after EU accession. Since 1995, the gross value of the food industry has declined to an estimated AS 77 million in 1998. The primary processing industry in particular suffered losses. In 1999, a small decline may again take place but in the following years a consolidation is expected.
The fruit juice industry is one of the strongest branches; it imports concentrated orange juice.

Promotion and Marketing Strategies

The most efficient advertising is television which however is more expensive in Austria than in the U.S. The industry uses this medium for promoting food and pet food brands, and the two largest supermarket chains have regular TV spots. Supermarket and hypermarket chains have their own weekly or bi-weekly flyers where products available in their stores are advertised. These fliers reach a wide range of interested purchasers and thus are regarded as efficient. In-store promotions are also very successful. There are several U.S. products which have probably good chances on the Austrian market, e.g. pecans, catfish, etc. However, as these products are fairly unknown, considerable promotion would be necessary.

Tourism Sales

Tourism contributes 6% to GDP and thus plays an important economic role. Each year around 80 million overnight stays by foreigners are counted. The major share of tourists come from Germany (about 50 million), followed by Netherlands (7 million). The main tourist areas are the western and southern alpine regions (Tyrol 39 million, Salzburg 15 million, Carinthia 9 million). Since 1998 tourism has been growing.

In general, tourists, particularly those from Germany favor the local Austrian cuisine during their vacation. However, in recent years also ethnic foods gained some significance. The demand for seafood has particularly increased. A large share of U.S. high quality beef coming into Austria is consumed in upper class restaurants of tourist areas.

Internet Sales

Internet sales in Austria began at the end of 1998. However, of the seven large supermarket chains, still only two (Meinl and Billa) offer e-mail orders. Delivery is carried out by mail or by direct delivery at higher costs. The other supermarket chains provide information on home pages and are waiting to see how internet purchases develop.

So far, internet purchasing is moderate but the rising use of general internet users (1998: 450,000, 1999: 710,000) is expected to increase this method of sales. However, the products offered will probably remain limited to more exclusive products.

The Austrian Country Market, a farmer organization, provides the possibility for e mail orders direct from farms. In 1999 it more than doubled their sales compared to 1998.

IV. Best High-Value Product Prospects

The 15 consumer food/edible fishery products which offer the best U.S. export opportunities are as follows:

Beef
Alaska Salmon
Catfish
Lobster
Shrimp
Pecans
Walnuts
Pistachios
Almonds

Dried cranberries
Other dried fruits
Cranberry juice
Wine
Tobacco
Petfood

V. Key Contacts and Further Information

American Embassy
Agriculture Section
Boltzmanngasse 16
A-1090 Wien
Phone: + 43 (1) 31 339/ext 2249
Fax: + 43 (1) 310 8208
e mail: agvienna@compuserve.com
http://www.usembassy-vienna.at/usda/

Bundesministerium fuer Wirtschaftliche Angelegenheiten
(Federal Ministry for Economic Affairs)
Abteilung II/11
(Division II/11)
Stubenring 1
A-1011 Wien
Phone: + 43 (1) 71100/ext. 5774
Fax: + 43 (1) 715 96 51
e mail: http//.bmwa..gv.at/

Bundesministerium fuer Land- und Forstwirschaft
(Federal Ministry for Agriculture and Forestry)
Abteilung III A 2
(Division III A 2)
Stubenring 1
A-1011 Wien
Phone: + 43 (1) 71100/ext. 2878
Fax: + 43 (1)71100 2937
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Agrarmarkt Austria (AMA)
(Agricultural Market Austria)
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A-1200 Wien
Phone: + 43 (1) 33 151 0
Fax: + 43 (1) 33 151 399
e mail: http://www.ama.bmlf.gv.at/

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A-1045 Wien
Phone: + 43 (1) 501 050
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Fax: + 43 (1) 404 91 540
e mail: http://www.bfl.at/

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Bundesanstalt fuer Lebensmitteluntersuchung
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Bundesanstalt fuer Lebensmitteluntersuchung
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Lebensmitteluntersuchungsanstalt der Stadt Wien
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Phone: + 43 (463) 32130
Fax: + 43 (463) 341 74

Lebensmitteluntersuchungsanstalt des Landes Vorarlberg
Montfortstr. 4
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FAS homepage: http://www.fas.usda.gov

Appendix I. Statistics

A. Key Trade & Demographic Information

AUSTRIA

TABLE A: KEY TRADE & DEMOGRAPHIC INFORMATION	YEAR	VALUE
Agricultural Imports From All Countries ($Mil)/U.S. Market Share(%)	1996	4,460 / 2%
Consumer Food Imports From All Countries ($Mil)/U.S. Market Share(%)	1996	3,196 / 1%
Edible Fishery Imports From All Countries ($Mil)/U.S. Market Share(%)	1996	191 / 0.36%
Total Population (Millions)*/Annual Growth Rate (%)*	1999	8 / 0.2%
Urban Population (Millions)*/Annual Growth Rate (%)*	1999	5.12 / 0.27%
Number of Major Metropolitan Areas	1999	1
Size of the Middle Class (Millions)/Growth Rate (%)	n/a	n/a
Per Capita Gross Domestic Product (U.S. Dollars)**	1997	$24,400
Unemployment Rate (%)	1998	4.7%
Per Capita Food Expenditures (U.S. Dollars)	1997	$1537.25
Percent of Female Population Employed**	1997	40%
Exchange Rate (US$1 = X.X local currency)***	8/04/99	12.75

* denotes information collected from www.cia.gov
**denotes information collected from www.worldbook.org
***denotes information collected from http://quote.yahoo.com

B. Consumer Food & Edible Fishery Product Imports

Austria Imports	Imports from the World			Imports from the U.S.			U.S Market Share		
(In Millions of Dollars)	1994	1995	1996	1994	1995	1996	1994	1995	1996
BULK AGRICULTURAL TOTAL	463	459	476	58	14	15	12	3	3
Wheat	4	18	16	1	1	1	1	1	8
Coarse Grains	13	26	43	1	1	1	10	4	2
Rice	49	11	29	21	1	3	43	6	11
Soybeans	2	5	4	1	1	1	4	9	2
Other Oilseeds	24	28	41	3	2	4	12	6	9
Cotton	57	48	57	5	3	3	9	6	5
Tobacco	57	32	27	23	6	1	41	17	0
Rubber & Allied Gums	25	47	41	1	0	1	0	0	0
Raw Coffee	178	179	159	1	1	1	0	0	0
Cocoa Beans	22	25	25	0	1	0	0	3	0
Tea (Incl. Herb Tea)	8	10	11	1	0	1	0	0	0
Raw Beet & Cane Sugar	1	5	2	1	1	0	0	0	0
Pulses	6	7	8	1	1	1	15	5	11
Peanuts	6	2	3	3	1	2	42	9	67
Other Bulk Commodities	12	15	12	1	1	1	0	0	1

INTERMEDIATE AGRICULTURAL TOTAL	580	742	788	19	8	13	3	1	2
Wheat Flour	1	5	4	0	0	0	0	0	0
Soybean Meal	122	122	112	0	0	0	0	0	0
Soybean Oil	7	13	10	0	0	0	0	0	0
Vegetable Oils (Excl. Soybean Oil)	76	89	95	2	1	1	2	0	0
Feeds & Fodders (Excl. Pet Foods)	21	29	34	1	1	1	2	1	2
Live Animals	9	31	51	1	1	1	2	1	0
Hides & Skins	51	75	62	1	1	1	0	0	0
Animal Fats	7	10	9	1	0	0	0	0	0
Planting Seeds	46	45	59	8	1	3	17	3	5
Sugars, Sweeteners, & Beverage Bases	48	87	106	1	1	1	0	0	1
Essential Oils	33	43	41	1	1	1	5	1	2
Other Intermediate Products	158	193	206	7	5	7	5	3	3

CONSUMER-ORIENTED AGRICULTURAL TOTAL	2276	3186	3196	55	27	41	2	1	1
Snack Foods (Excl. Nuts)	248	353	372	1	1	1	0	0	0
Breakfast Cereals & Pancake Mix	23	23	23	1	1	1	0	0	0
Red Meats, Fresh/Chilled/Frozen	36	192	208	12	2	2	33	1	1
Red Meats, Prepared/Preserved	21	71	84	1	1	0	0	0	0
Poultry Meat	58	81	89	0	0	1	0	0	0
Dairy Products (Excl. Cheese)	44	108	102	1	1	1	1	0	0
Cheese	120	145	183	0	0	1	0	0	0
Eggs & Products	22	20	36	3	1	1	13	0	1
Fresh Fruit	394	402	420	2	1	1	1	0	0
Fresh Vegetables	196	380	262	1	1	1	0	0	0
Processed Fruit & Vegetables	209	262	258	7	5	7	3	2	3
Fruit & Vegetable Juices	87	100	95	1	2	1	1	2	2

Tree Nuts	66	57	67	15	10	15	22	18	22
Wine & Beer	71	111	108	1	1	1	1	0	1
Nursery Products & Cut Flowers	215	227	245	4	1	1	2	0	0
Pet Foods (Dog & Cat Food)	29	45	59	2	4	6	7	8	10
Other Consumer-Oriented Products	437	609	584	8	3	5	2	1	1
FOREST PRODUCTS (EXCL. PULP & PAPER)	1165	1411	1268	22	14	16	2	1	1
Logs & Chips	347	441	369	1	1	1	0	0	0
Hardwood Lumber	68	81	68	6	4	6	9	5	9
Softwood and Treated Lumber	174	201	157	6	2	2	4	1	1
Panel Products (Incl. Plywood)	196	250	246	7	6	5	4	2	2
Other Value-Added Wood Products	380	438	429	1	2	2	0	0	0

FISH & SEAFOOD PRODUCTS	183	177	191	1	1	1	0	0	0
Salmon	16	17	19	1	1	1	0	0	0
Surimi	1	1	1	1	0	1	1	0	1
Crustaceans	21	21	24	1	1	1	1	0	1
Groundfish & Flatfish	42	50	53	1	0	1	1	0	0
Molluscs	3	4	4	1	1	1	1	0	0
Other Fishery Products	101	83	90	1	1	1	0	0	0
AGRICULTURAL PRODUCTS TOTAL	3320	4386	4460	132	49	69	4	1	2
AGRICULTURAL, FISH & FORESTRY TOTAL	4667	5974	5919	156	63	85	3	1	1
Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office									

C. Top 15 Suppliers of Consumer Foods & Edible Fishery Products

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Raw Beet & Cane Sugar	1	5	2	1	1	0	0	0	0
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Other Bulk Commodities	12	15	12	1	1	1	0	0	1
INTERMEDIATE AGRICULTURAL TOTAL	580	742	788	19	8	13	3	1	2
Wheat Flour	1	5	4	0	0	0	0	0	0
Soybean Meal	122	122	112	0	0	0	0	0	0

Soybean Oil	7	13	10	0	0	0	0	0	0
Vegetable Oils (Excl. Soybean Oil)	76	89	95	2	1	1	2	0	0
Feeds & Fodders (Excl. Pet Foods)	21	29	34	1	1	1	2	1	2
Live Animals	9	31	51	1	1	1	2	1	0
Hides & Skins	51	75	62	1	1	1	0	0	0
Animal Fats	7	10	9	1	0	0	0	0	0
Planting Seeds	46	45	59	8	1	3	17	3	5
Sugars, Sweeteners, & Beverage Bases	48	87	106	1	1	1	0	0	1
Essential Oils	33	43	41	1	1	1	5	1	2
Other Intermediate Products	158	193	206	7	5	7	5	3	3
CONSUMER-ORIENTED AGRICULTURAL TOTAL	2276	3186	3196	55	27	41	2	1	1
Snack Foods (Excl. Nuts)	248	353	372	1	1	1	0	0	0

Breakfast Cereals & Pancake Mix	23	23	23	1	1	1	0	0	0
Red Meats, Fresh/Chilled/Frozen	36	192	208	12	2	2	33	1	1
Red Meats, Prepared/ Preserved	21	71	84	1	1	0	0	0	0
Poultry Meat	58	81	89	0	0	1	0	0	0
Dairy Products (Excl. Cheese)	44	108	102	1	1	1	1	0	0
Cheese	120	145	183	0	0	1	0	0	0
Eggs & Products	22	20	36	3	1	1	13	0	1
Fresh Fruit	394	402	420	2	1	1	1	0	0
Fresh Vegetables	196	380	262	1	1	1	0	0	0
Processed Fruit & Vegetables	209	262	258	7	5	7	3	2	3
Fruit & Vegetable Juices	87	100	95	1	2	1	1	2	2
Tree Nuts	66	57	67	15	10	15	22	18	22
Wine & Beer	71	111	108	1	1	1	1	0	1
Nursery Products & Cut Flowers	215	227	245	4	1	1	2	0	0

Pet Foods (Dog & Cat Food)	29	45	59	2	4	6	7	8	10
Other Consumer-Oriented Products	437	609	584	8	3	5	2	1	1
FOREST PRODUCTS (EXCL. PULP & PAPER)	1165	1411	1268	22	14	16	2	1	1
Logs & Chips	347	441	369	1	1	1	0	0	0
Hardwood Lumber	68	81	68	6	4	6	9	5	9
Softwood and Treated Lumber	174	201	157	6	2	2	4	1	1
Panel Products (Incl. Plywood)	196	250	246	7	6	5	4	2	2
Other Value-Added Wood Products	380	438	429	1	2	2	0	0	0
FISH & SEAFOOD PRODUCTS	183	177	191	1	1	1	0	0	0
Salmon	16	17	19	1	1	1	0	0	0
Surimi	1	1	1	1	0	1	1	0	1
Crustaceans	21	21	24	1	1	1	1	0	1

Groundfish & Flatfish	42	50	53	1	0	1	1	0	0
Molluscs	3	4	4	1	1	1	1	0	0
Other Fishery Products	101	83	90	1	1	1	0	0	0
AGRICULTURAL PRODUCTS TOTAL	3320	4386	4460	132	49	69	4	1	2
AGRICULTURAL, FISH & FORESTRY TOTAL	4667	5974	5919	156	63	85	3	1	1
Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office									